

WEST BROMWICH



BIDNEWS

WINTER 2025 - ISSUE 37

West Bromwich Christmas Lights Switch - On

Saturday 22nd November 2025

15:00pm - 18:00pm (Lights Switch-On at 17:15pm)

Farley Fountain, Princess Parade, High Street,
West Bromwich, B70 7QU



Shad Ellis
as
Will Smith
Tribute & Host



We welcome
Blind Dave OBE
Switching On Xmas lights



Elle



DHOL

Hosted by:



BIDNEWS

WINTER 2025 – ISSUE 37

**PAUL RAMSEY**

Chair, West Bromwich BID

West Bromwich BIDwww.westbromwichtown.co.uk @WestBromwichTC West Bromwich Town centre Westbromwichtown

As Chairman of West Bromwich BID, I want to personally thank you for your continued support throughout 2025. This year has already brought remarkable progress, and it's your belief in our town that fuels everything we do.

Here's a summary of some of our achievements so far:

- **BID Ballot Success:** Your votes secured another five years of investment and innovation.
- **Town Centre Revamp:** The £500 million masterplan is well underway, reshaping our streets and skyline.
- **Indoor Market Launch:** Our brand-new indoor market opened its doors — a vibrant hub for local trade, fresh produce, and street food.
- **Community Events:** From seasonal markets to clean-up days, we've brought people together.
- **Business Support:** Training, networking, and promotional campaigns have helped local businesses grow.
- **Ambassador Excellence:** Our BID Ambassadors continue to be the heartbeat of the town centre — working tirelessly to keep our streets safe, welcoming, and well-maintained. Their dedication and friendly presence make a real difference every day.

- **Coming Soon: Christmas Lights Switch-On** Saturday 22nd November: One of the most anticipated events of the year! Join us as we light up the town centre with festive cheer, live entertainment, and community celebration.

Looking Ahead

The rest of 2025 promises even more: exciting events, stronger partnerships, and continued improvements to safety, accessibility, and vibrancy. We remain committed to making West Bromwich a destination of choice for shoppers, visitors, and investors.

Thank You

Whether you've been here for decades or just opened your doors, your presence matters. Together, we're not just building a better town — we're building a legacy.

Warm regards,

Paul Ramsey

West Bromwich BID Chair.

To get in contact with the BID Team please call
07572 121 906 or email **lisa.hill@westbromwichtown.co.uk**
 Thank you, Lisa, Tony, Lindsey and Atif.



The T Level Roadshow saw Sandwell College take their big American-style yellow bus out on the road to visit a range of secondary schools across the Black Country and Birmingham.

The roadshow was in celebration of National T Levels Week and provided school pupils with the chance to hop aboard, meet expert staff, and hear about some of the fabulous employers working with the College to offer T Level placements.

They also experienced a taste of industry immersion with a range of 'have a go' activities, such as:

- digital area mapping and basic block coding with a robot dog – for young people interested in Construction & Digital courses
- exploring physiology and human anatomy with iPads and Merge Cubes – for learners interested in Health T Levels
- VR nursery simulation, plus an immersive sensory programme – for pupils interested in Education and Early Years careers

School Liaison and expert teaching staff met thousands of young people across the week and explained more about the College's latest multi-million investments into brand-new engineering and health facilities at the West Bromwich STEM Centre and the Midland Metropolitan

University Hospital Learning Campus which are set to open in early 2026.

Event were also hosted on campus with a Careers in Media and Broadcast talk by BBC presenter and producer Trish Adudu; a workplace readiness session hosted by partner employer HydraPower dynamics; Q&As with Lloyds Banking Group on life inside a top UK bank; and a 'skills in action' showcase with T Level Media students capturing content for a college social media takeover.

Sandwell College has been expanding its T Level provision since 2023 to offer a highly varied range, including Digital Software Development, Health, Education & Early Years (Childcare), Engineering, Business Management and Cyber Security.

T Level students at Sandwell College have achieved amazing results, including Distinction grades for all Digital students in the summer. Many have now gone on to university or directly into the workplace or a higher-level apprenticeship.

For more information on T Levels, visit www.sandwell.ac.uk or attend the next Sandwell College open days on Thursday 13 November, 4-7pm, and Thursday 15th November, 11am-3pm.

West Bromwich Town Deal Programme

Two major projects at the heart of the town centre redevelopment are moving ahead, bringing new opportunities for local traders and improved public spaces. Both projects are supported by the government's Towns Fund programme.

Indoor Market development

The new market is located on High Street and replaces the old indoor market in Kings Square.

This is one of the centrepieces of Sandwell Council's West Bromwich Masterplan, created to deliver a modern and vibrant destination for both traders and shoppers. Combining traditional market stalls with contemporary facilities, the market also features specialist street food in the new food court.

During the opening two weeks, 77,627 people visited the new market!

The market includes the return of Firkins Bakery, plus a butcher, fishmonger, Caribbean food supplies, beauty services, cosmetics and perfume, curtains, mobile phone repairs,



as well as clothes, haberdashery and pet food supplies.

A new food court offers diverse cuisines including East Asian, Sri Lankan, Caribbean, hot pork sandwiches, an instore bakery and freshly made doughnuts.

The project is a great example of collaboration thanks to £2.61million funding from the government's Towns Fund programme, which is supporting regeneration and investment in towns across the country, and £2.03m funding from Sandwell Council.



Wilkos pop up park

Detailed design ongoing. Work now due to start towards the end of 2025 and complete in Q1 2026 ready for a spring opening.

Kings Cinema

Still hoped that work on the demo will commence in October 2025.

WEST BROMWICH TOWN WOMEN'S FORUM

West Bromwich BID are hosting "Women's Safety Forum" to West Bromwich Town Centre.

The aim of the Forum is to make Women who work in West Bromwich Town Centre feel safe and make them aware of Safe Spaces around the Town Centre.

Invited to the forum is 1 female from each business.

The nominated person will then share all the information with your female staff within your business.

To join our forum please complete the membership Form and return to the BID Team

Date:- 18th March 2026

Time:- 10.30am to 12.00pm

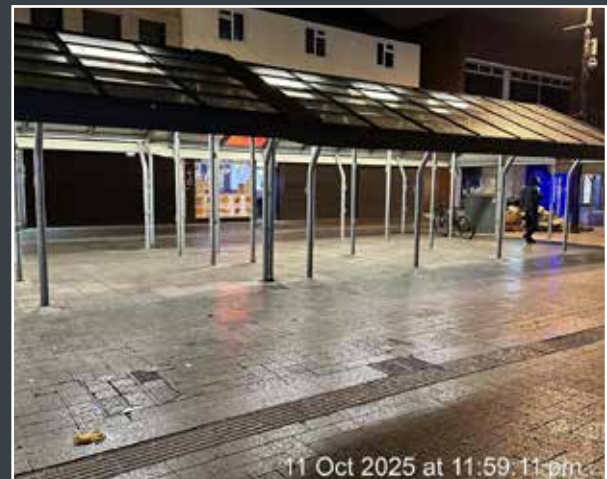
**Venue:- West Bromwich Library
(Upstairs)**



West Bromwich BID Litter Pick

6pm to 9pm

Monday	Tuesday	Friday	Saturday
Monday	Tuesday	Friday	Saturday
Carters Green	High Street, Sandwell Road to St Michaels Church	Carters Green	Pedestrian High Street
Sandwell Road	Lombard Street West	Sandwell Road	High Street
Bratt Street	Lombard Street + Alleyway next to Meteor Garage	Bratt Street	Grass Verge (next to Egg Free Cakes)
Church Street	Victoria Street	Church Street	Bull Street
Providence Place	New Street	New Street	New Square grass verge (above A41)
New Square grass verge (above A41)	St Michaels Street	St Michaels Street	Outdoor Market (1 hour cleaning under the market)
		Moor Street (to leisure centre)	



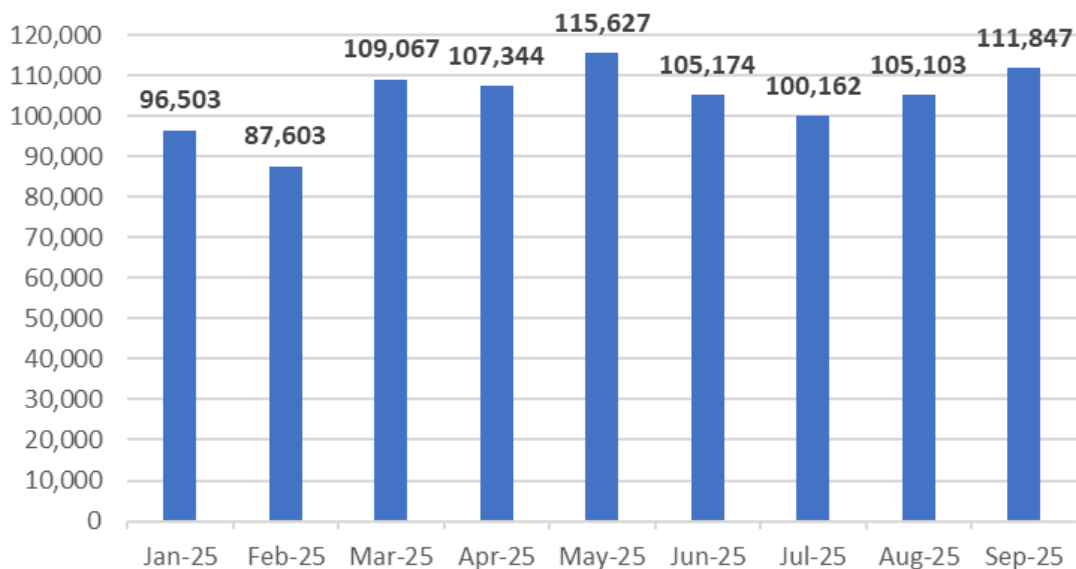
2025 Footfall Figures

for West Bromwich Town Centre

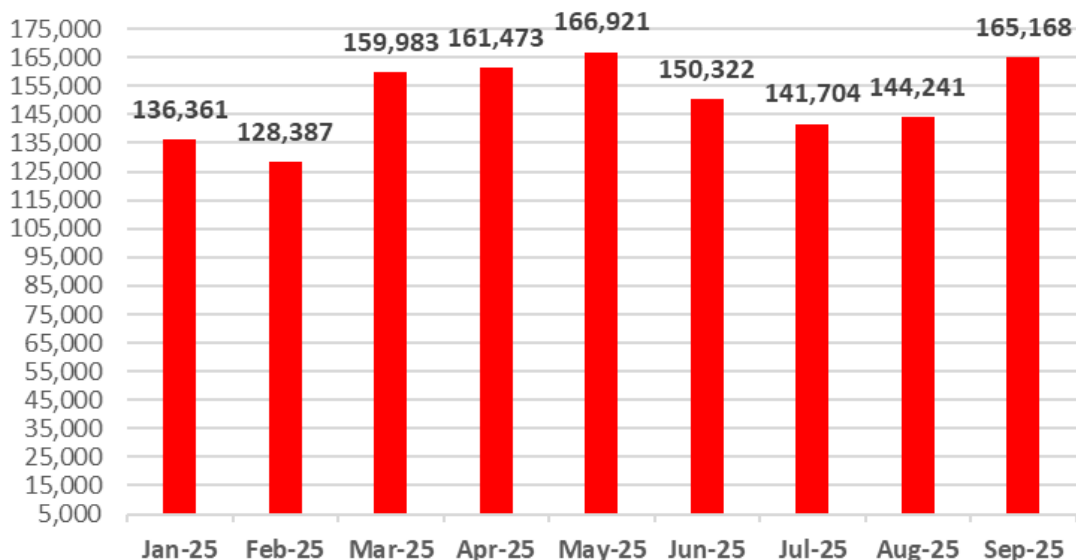
Areas covered:-

Bull Street, High Street, Princess Parade, Duchess Parade, West Bromwich Ringroad,
New Street, St Michaels Street and Carters Green

Bull Street/Princess Parade/Spon Lane

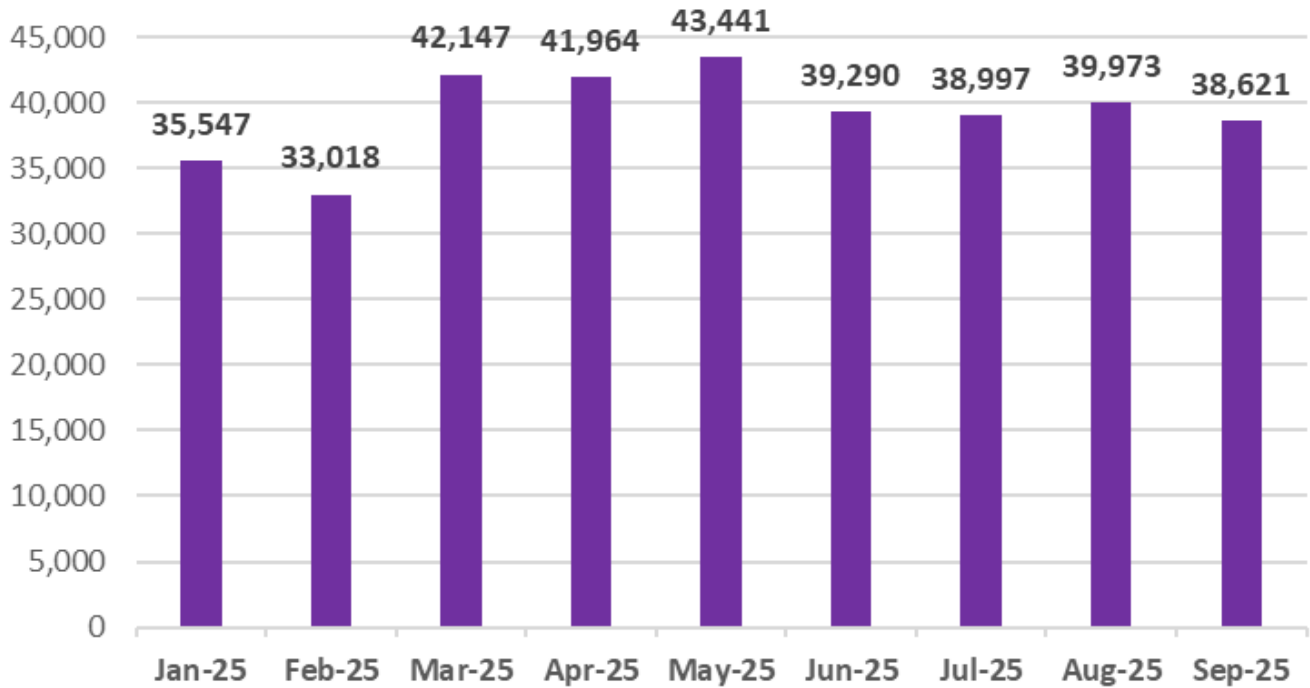


Duchess Parade/New Street/St Michaels Street

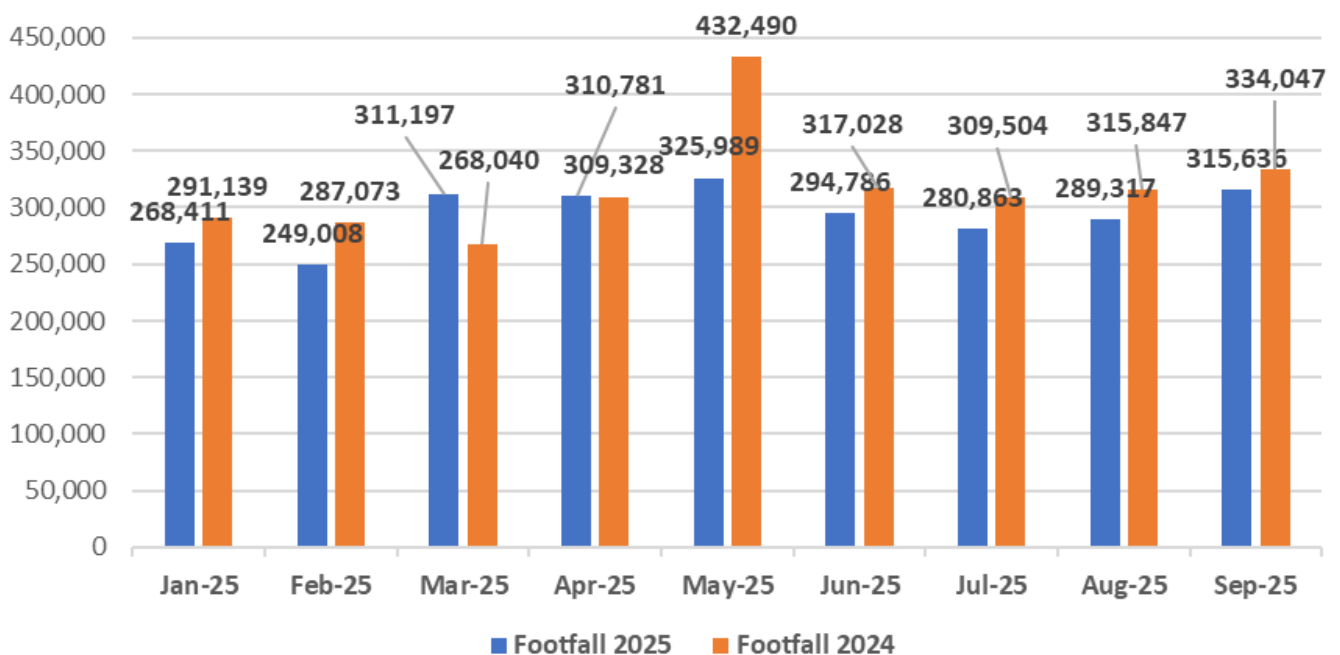




Carters Green



Footfall Figures 2024 and 2025 - BID Area



Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse



West Bromwich Police

e: westbromtown@west-midlands.pnn.police.uk



I am the new neighbourhood Inspector for the north sector of Sandwell, where I manage the officers who cover the areas of Great Barr & Newton, Tipton, Wednesbury and West Bromwich. I have a real passion for neighbourhood policing and come from a neighbourhood background, having been a sergeant and temporary Inspector over the last two years in Washwood Heath, Birmingham.

My passion for local policing comes from wanting to make a difference and influence individuals on a grass root level, whilst working with partners and the community. Having started in Sandwell as a student officer 10 years ago, it makes me proud to come back to the Local Policing Area where I learnt the basics.

Over the last year, I was leading on Operation Elevate (clear, hold, build), where I led on a partnership approach to tackling serious organised crime and issues that mattered to the communities of Alum Rock. It fills me with

pride to say that we reduced overall crime by 17% and serious youth violence by 38%, with my biggest achievement being setting up the first women's Street Watch group in the West Midlands.

Moving to Sandwell means that I can bring new ideas and challenge unchanged practices to improve our performance and the way we operate as neighbourhood officers. I am keen to continue to meet partners and community members to understand how we can work together to improve the service to our communities.

Outside of work, I am keen to head out for a run, go to the gym and as a father to an 11-month-old, create memories with my family. I have been a school governor, a mentor and assessor for local and national police recruitment processes as well as supporting the West Midlands Police Black & Asian Police Association, things which I have done in my spare time to give back to others.

Keep up to date

Twitter @WestBromwichWMP	facebook.com/westmidlandspolice	twitter.com/wmpolice
twitter.com/WMPBreaking	youtube.com/westmidlandspolice	instagram.com/westmidlandspolice
Snapchat - Search for WestMidsPolice	flickr.com/westmidlandspolice	soundcloud.com/westmidlandspolice

Kings Square

Shopping Centre

YOUR LOCAL SHOPPING CENTRE



FASHION • FOOD • CAFES • BEAUTY • SPECIALIST STORES



@KingsSquare



www.kingssquareshopping.com



West Bromwich Christmas Lights Switch – On

Saturday 22nd November 2025

15:00pm – 18:00pm (Lights Switch-On at 17:15pm)

Farley Fountain, Princess Parade, High Street,

West Bromwich, B70 7QU



Shad Ellis
as
Will Smith
Tribute & Host



We welcome
Blind Dave OBE
Switching On Xmas lights



Elle



DHOL

Hosted by:



WEST BROMWICH
Business Improvement District

Events 2025

Transformers come to West Bromwich

31st October

11 am Queens Square

12.45 pm High Street

2.30 pm New Square

Queens Square, High Street & New Square Shopping Centre

West Bromwich Christmas Lights

22nd November

3pm to 6pm

Farley Fountain, High Street, West Bromwich

Christmas in Carters Green

12th December

4pm to 6pm

Carters Green events area

Christmas in West Bromwich

23rd December

11am to 4pm

BID area

Events 2026

West Bromwich Women's Forum

18th March 2026

10.30 am to 12 pm

West Bromwich Library

Spring Clean - Litterwatch

10th March 2026r

10.30 am to 12 pm

TBC

Easter Event

2nd April 2026

Time: TBC

TBC

Spring Clean

21st April 2026

10.30 am to 12 pm

TBC

Workshop Training

- Mental Health in a workplace -

9th June 2026

10.00 am to 12 pm

TBC

Workshop Training

- Managing conflict -

23rd June 2026

10.00 am to 12 pm

TBC



WEST BROMWICH
Business Improvement District

Follow Us on Social Media



Let's Get Connected for Our Latest News & Updates



X: @WestBromwichTC



TikTok: West Bromwich Town BID



Facebook: West Bromwich Town BID



Instagram: westbromwichtownbid



Linedin: west bromwich town
business improvement district

New App !!

Download
"West Bromwich BID"
Apple or
Android



CHRISTMAS IN CARTERS GREEN

Friday 12th December 2025

5pm - 7pm

Events Area, Carters Green,

West Bromwich, B70 9QP

Featuring performances from:

Hit The Dhol (Dhol Drummers & Dancers)

DanceQube

Funki Feathers Greek Dancers

Compare & Music by Andeejay



DHOL



Hosted by



For more information please contact

lisa.hill@westbromwichtown.co.uk

07572 121906

BID Ambassadors

West Bromwich BID Ambassadors patrol the BID area Monday to Saturday 8.30am to 17.30pm

Ambassador patrol areas:-



Tony

t: 07857 947 462

e: Ambassadors@westbromwichtown.co.uk

- Astle Retail Park • Carters Green
- Lombard Street • Lombard Street West
- Sandwell Road • Bratt Street • Lodge Road
- Church Street • Providence place
- High Street – St Michaels Church down to Select Lifestyles



Lindsey

t: 07361 917 900

e: Ambassadors@westbromwichtown.co.uk

- Pedestrian High Street
- Victoria Street • Edward Street
- Price Street • Moor Street
- Kings Square Shopping Centre



Atif

t: 07553 131 082

e: Ambassadors@westbromwichtown.co.uk

- High Street (B'ham Road)
- Bull Street • New Street
- Queens Square Shopping Centre
- New Square Shopping Centre
- West Bromwich Ring Road

Attendance Spots 2025	2,098
Attendance Spots 2024	10,164
Business Engagement 2025	751
Business Engagement 2024	4,320
Reported incidents to SMBC or other partners 2025	94
Reported incidents to SMBC or other partners 2025	42
First Aid Incidents 2025	2
Blue Light Forms 2025	4

West Bromwich Welcomes Optimum Prime & Bumble Bee Transformers

Friday 31st October 2025

Show Times (30 minute shows):-

11.00am Queens Square Shopping Centre

12.45pm High Street (Outside New Look)

**2.30pm New Square Shopping Centre
(Cinema Square)**

FREE EVENT !!!



Hosted by:-



FREE EVENT !!!





Funded by
UK Government



Business Growth
West Midlands
in Sandwell

Struggling to grow your business?
Something holding you back?

We're here to help!



SWEDA (Skills Work & Enterprise Development Agency) is seeking to identify the obstacles faced by diverse businesses in Sandwell.



Need funding?

We'll help you unlock finance and smash the barriers.



Want real support?

Work with your dedicated Business Advisor.



Looking to grow fast?

We'll plug you into proven business programmes.

Let's unlock your potential.

What's stopping you from thriving?
Let's fix that.

contact SWEDA:

sweda@sweda.org.uk or
0121 525 2558



West Midlands
Combined Authority

INVITES YOU TO

**CONNECT &
COLLABORATE NETWORKING EVENT**

*Lunch &
Refreshments
Provided*

Join us for a dynamic event bringing together business leaders and social entrepreneurs to explore social value can drive meaningful change in your business and community

Keynote Speaker:

Laura Tatton – The AI Lady

- Jargon-free, practical introduction to AI and how it can work for your business



Guest Speakers:

- Inspiring voices sharing real client journeys.

 Tuesday 18th November 2025

 11:00AM - 2:00PM

 West Bromwich Town Hall, High Street,
West Bromwich, B70 8DJ

Register Now



Long term parking now available at New Square – Primark and Multi-Storey Car Park only.

Up to 8 hours parking for £7 in Primark and Multi-Storey
Long stay car park only spend £5 in Tesco, receive a
voucher worth £2 which can be used on all tariffs.

Pay by card or coins at Pay machines.
No Change given or via Just Park App.

999993 New Square Long Stay
999992 NSWB Short Stay

**Download the Just Park
App available on Apple
and Andriod**

£39 for 28 days
£12 for 7 days



**NEW
SQU
ARE**
WEST BROMWICH

SHOPPING, FOOD, FASHION, MOVIES,
EVENTS, AND SO MUCH MORE.

   [newsquarewb.com](https://www.newsquarewb.com)